



DIRECTOR OF COMMUNICATIONS TENNESSEE DEPARTMENT OF TOURISM DEVELOPMENT

The Director of Communications serves as a department leader for achieving its strategic goals through marketing and public relations initiatives to inspire travel to Tennessee as well as communication with key tourism stakeholders and residents. This person must be team-oriented and possess excellent problem solving, interpersonal, verbal and written communication skills. This position also serves as the Public Information Officer for the department.

EXAMPLES OF DUTIES AND RESPONSIBILITIES

Develop strategic communication plans and processes for various audiences including: media, consumers, tourism industry, TN residents and other state government agencies and representatives. Plans should balance use of traditional and non-traditional media tactics.

Direct work and professional development of PR staff members including the PR Media Manager and Communications Content Manager.

As TDTD PIO, represent the department as the primary point of contact for state government related media inquiries and coordinate responses from the Commissioner, Governor's office and other state officials as needed. And, attend monthly state PIO meetings to gather information and communicate it back to the rest of the department.

Lead planning and oversee logistics for media events involving governor, commissioner, businesses communities and local partners.

Work with TDTD marketing team and agency PR, production and creative personnel to develop public relations plan for marketing campaigns and special projects.

Manage travel writer familiarization tours, PR missions and process for fielding media inquiries in partnership with other state Destination Marketing Organizations and attractions.

Work with international in-market representatives to ensure they have content and information necessary to extend Tennessee brand globally and oversee process for international PR reporting.

Oversee management of the industry-facing email including process for determining content and distribution schedule, industry-facing Facebook page, press website, and media-facing Twitter account.

Work with agency to maintain a database of media earned through department PR efforts and prepare reports and presentations as needed.

Serve as primary point of contact for the publisher of the annual Official Tennessee Vacation Guide and manage internal production schedule from kick-off meeting through printing.

Develop and maintain ongoing working relationships with Tennessee communities, DMOs and attraction leadership and PR personnel to develop story ideas. Support their PR efforts during attraction openings, milestones and big events by extending their media reach when appropriate.

Attend tourism industry conferences and events as TDTD PR representative including ESTO, IPW and annual Governor's Conference on Tourism.

Work with PR and Marketing staff to manage comprehensive content library that includes copy of various lengths, photos and video categorized by city, region and state-wide.

Continually seek and create opportunities to further awareness of Soundtrack of America - Made in Tennessee brand in state, nationally and internationally.

Other duties as assigned.

REQUIRED SKILLS

Is a team player with strong interpersonal, project management and organizational skills

Excellent writing and proofreading skills (AP-style) with high attention to detail

Ability to discern high-quality photography and video / photo editor skills

Excellent verbal and nonverbal communication skills

Working knowledge of latest PR industry, digital news and social media trends

Ability to manage multiple projects simultaneously with differing deadlines

MINIMUM QUALIFICATIONS

Education: Bachelor's degree in Public Relations, Marketing, related discipline or equivalent experience required.

Experience: Minimum of ten years marketing experience in public relations, promotional planning and implementation required.

Experience implementing PR campaigns and securing media coverage in a variety of outlet types required.

Social media background preferred.

Project management experience preferred.

Writing samples required

TDTD Mission Statement:

The mission of the Tennessee Department of Tourist Development is to motivate travel to and within Tennessee by inspiring enjoyment, creating memories, producing a desire to return, and establishing key long-term relationships that result in visitors becoming residents.

Brand Vision:

To be the global music destination of choice; an authentic American experience rooted in blues, bluegrass, country, gospel, soul, rockabilly, and rock 'n' roll, at the crossroads of American history and renowned scenic beauty.

Please submit resumes via email to Kimberly.Mantlo@tn.gov